

"The Customer is Always Right"

THIS is the text or motto of a great and famous department store in Chicago. It is an assertion of the customer's place of supremacy in the relation between buyer and seller

Any retailer who slights his customer is committing business suicide. The customer wants those who serve him or her to use the newspaper as a vehicle for their announcements of goods or service.

This is the modern and right idea. Newspaper advertisements give desired business news in the right place and at the right time. To ignore your customers wishes in this matter is to commit a costly mistake—far more costly than newspaper space

ADVERTISING SIMPLIFIES SHOPPING

To the store Customer—Pick out the goods you want from our advertising columns and take your list with you when you come to town. You will save both time and money

FOLLOW LEADERS

